

RICKELLE GORDON

DIGITAL MARKETER

PROFILE

I am a Marketing Professional that aims to enhance my client's brand awareness by delivering creative, results-driven strategies that improve their visibility and foster growth.



CONTACT



202-344-6520



Rickelle.Gordon@gmail.com



Alexandria, Virginia



www.linkedin.com/in/rickelle-gordon/

EDUCATION

(2022) Bachelors of Arts

University of Maryland
Global Campus
Communication Studies

SKILLS

Microsoft Office Suite



SaaS



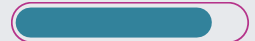
Relationship Management



Event Planning



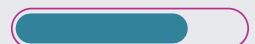
Integrated Marketing



Content Positioning



Storytelling



Project Management



TIMELINE

WORK EXPERIENCE

American College of
Obstetrics and
Gynecology
April 2022 - present

Engagement Marketing Manager

National Society of Black
Engineers
Oct 2018 - 2022

Membership Marketing Manager

- Expand and diversify member reach for programs, products, and events to increase member value and revenue by 10% using targeted marketing tactics over a three-month period.
- Utilize market research to create solutions and respond to the needs and interests of current and prospective members.
- Provide thought leadership and direction to a cross-functional team spanning technology, product, marketing, and analytics and manage complex data with aggressive timelines.
- Create membership strategies that support recruiting of 15.3 % new members and retention of 68% of existing members.
- Implemented brand marketing function and strategy, including design, content creation, optimization, and engagement across multiple mediums.
- Campaigned to develop, promote, and evaluate membership programs and hybrid, virtual and in-person events with over 16,000+ attendees.